

Definitions: Goals, Objectives, and Measures of Effectiveness

The MD 355 project goals are broad, outcome-oriented statements that reflect project priorities and the project's intended end results.

Objectives are specific, measurable steps that will support achievement of the project goals.

Measures of Effectiveness (MOEs) represent measures that are tied to each objective and can be used to empirically assess and compare the MD 355 Alternatives.

MD 355 BRT Project Goals

Goal 1: Provide an appealing, functional, and high quality transit service

Goal 2: Improve mobility opportunities, accessibility, and transportation choices for all

Goal 3: Support master planned development

Goal 4: Support sustainable and cost effective transportation solutions

These build upon the goals identified in the Preliminary Purpose and Need Document developed during the Phase 1 study.

Project Goals, Objectives, and Measures of Effectiveness

Goal 1: Provide an appealing, functional, and high quality transit service

Objective 1a:
Make bus trips faster and more competitive with automobile travel time

Transit travel time between key destinations

BRT travel time versus local bus travel time

BRT travel time versus automobile travel time

Objective 1b:
Improve transit quality and level of service in the corridor

Corridor transit travel time reliability

Improvement in passenger amenities

Guideway placement usability and consistency

Bus operations usability and consistency

Objective 1c:
Increase transit ridership and mode share within and along the corridor

Total daily ridership along the corridor

Boardings by BRT station

New transit riders along the corridor

Transit mode share along the corridor

Project Goals, Objectives, and Measures of Effectiveness

Goal 2:

Improve mobility opportunities, accessibility, and transportation choices for all

Objective 2a:
Make the most productive use of the roadway capacity

Daily person throughput

Objective 2b:
Provide improved accessibility to jobs and activity centers for corridor residents and those coming to the corridor

Job and activity center accessibility for corridor residents

Households' accessibility to jobs and activity centers on corridor

Number of households within ½ mile of a BRT station

Objective 2c:
Balance the mobility needs of automobiles, trucks, and transit users

Number of LOS E or F (highly congested) miles on corridor

Person hours of delay on corridor

Corridor intersection congestion and operations

Objective 2d:
Enhance pedestrian and bicycle connections and options in the corridor

Miles of new or rebuilt sidewalks within ¼ mile of corridor

Miles of new or rebuilt bicycle facilities within ¼ mile of corridor

Objective 2e:
Improve transit services for underserved populations

Accessibility to activity centers for underserved populations

Proximity of underserved populations to new BRT stations

Project Goals, Objectives, and Measures of Effectiveness

Goal 3: Support master planned development

Objective 3a:
Increase trips by transit to
the master planned
developments

Change in transit ridership to
master planned
developments

Objective 3b:
Select station locations that
support infill and
redevelopment

Trips on corridor by modes
other than driving alone

Objective 3c:
Increase economic
activity within the
corridor

Potential to catalyze
development along the
corridor

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Goal 4: Support sustainable and cost effective transportation solutions

Objective 4a: Minimize environmental impacts

Number of parks and acres of parkland affected

Number of archaeological and historic sites affected

Streams, wetlands, and floodplains affected

Acres of forests and number of rare species affected

Number of properties affected by hazardous materials

Change in air quality

Objective 4b: Minimize impacts to private property

Number of acres impacted

Number of displacements

Impacts on driveways, retaining walls, and surface parking

Objective 4c: Minimize cost of building and operating transportation services

Total, per mile, and per rider capital cost

Total annual operating and maintenance costs

Operating and maintenance costs per rider

Total annualized capital and operating cost per rider